



City Manager

Department Summary

Department Overview

The City Manager's Office is responsible for providing policy support and recommendations to the City Council; providing leadership and direction to the departments in support of organizational work efforts; fostering community partnerships, economic development and interagency collaboration; and connecting residents with their community. The City Manager's Office also supports the City Council's efforts to engage in legislative advocacy at the local, state and national levels to advocate for the City's interests and act as a leader among municipalities in California. The Information Technology function is a division within the City Manager's Office.

Goals

- Provide leadership in the development of solutions to the current fiscal challenges, including reducing costs, streamlining the organization, fostering economic development, exploring new revenue sources, and promoting interdepartmental cooperation.
- Support and create opportunities for the City Council to play a leadership role at the regional, state and national level on issues of importance to the community.
- Promote interagency relationships with other public entities to ensure efficient and effective service delivery among shared customers.
- Enhance customer service by ensuring that information requests made by Councilmembers, residents and other local stakeholders are addressed promptly and thoroughly.
- Foster effective working relationships with the business community, school districts and residents and promote the City's message by providing an increased focus on community and media outreach.



Workplan Highlights

- The City Manager's Office will continue to focus its resources on its main priorities: ensuring a balanced, fiscally sustainable budget; preserving and enhancing existing business within Alameda, delivering services to the community as efficiently as possible; and implementing organizational initiatives toward increased program performance.
- The City Manager's Office enhanced its public outreach activities by increasing the City's use of press releases, community advisories, and online surveys, and launching the Alameda Budget Challenge—an online, interactive tool to connect people to the City's budget process.
- The City Manager's Office is working to transition the Chuck Corica Golf Complex from a City operated facility to a facility under a long-term lease with a private golf management company.
- The redevelopment of Alameda Point was a key area of focus for the City Manager's Office in FY 11-12 and will remain so in FY 12-13.
- The City Manager's Office is leading the development of a new, more user-friendly City website.
- The Information Technology Division installed a new storage area network (SAN) in FY 11-12, increasing the City's data storage capabilities by 116%.
- In the wake of the State's elimination of redevelopment, the City Manager's Office will work to provide alternative funding sources to continue some redevelopment-related activities, such as business attraction and retention.



City Manager

Department Summary

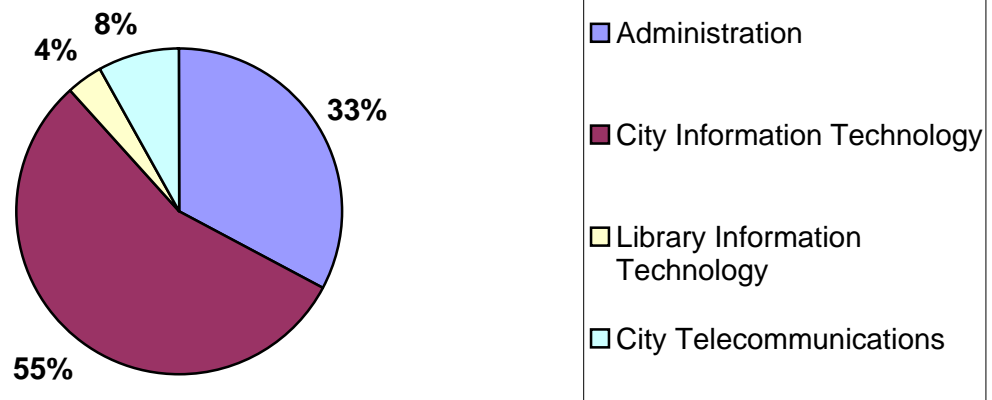
Mission Statement

To manage City operations consistent with City Council policy direction within the context of the City's fiscal resources, and plan strategically to achieve the long-term community vision.

Expenditure Summary by Program

| <i>Program Name</i> | FY 10-11 Actual | FY 11-12 Budget | FY 11-12 Projected | FY 12-13 Budget | FY 13-14 Forecast |
|--------------------------------|----------------------------|----------------------------|-------------------------------|----------------------------|------------------------------|
| Administration | \$ 1,057,498 | \$ 1,238,254 | \$ 1,129,770 | \$ 987,637 | \$ 1,022,427 |
| City Information Technology | 1,156,068 | 1,254,915 | 1,115,530 | 1,665,922 | 1,346,056 |
| Library Information Technology | 110,527 | 112,335 | 112,535 | 114,478 | 117,197 |
| City Telecommunications | 223,297 | 362,925 | 359,130 | 238,500 | 238,500 |
| Total Program Budget | \$ 2,547,390 | \$ 2,968,429 | \$ 2,716,965 | \$ 3,006,537 | \$ 2,724,180 |
| Less: Program Revenues | 1,997,348 | 1,808,301 | 1,812,803 | 443,060 | 443,060 |
| Net Program Budget | \$ 550,042 | \$ 1,160,128 | \$ 904,162 | \$ 2,563,477 | \$ 2,281,120 |
| Cost Recovery % * | 78% | 61% | 67% | 15% | 16% |

Department FY 12-13 Expenditures by Division



* Includes cost allocation of charges to other City programs. For FY 12-13 and 13-14 charges to other General Fund programs have been eliminated from program revenue.



City Manager

Department Summary

Expenditure Summary by Category

| <u>Expenditure Category</u> | FY 10-11 Actual | FY 11-12 Budget | FY 11-12 Projected | FY 12-13 Budget | FY 13-14 Forecast |
|------------------------------------|----------------------------|----------------------------|-------------------------------|----------------------------|------------------------------|
| Personnel Services | \$ 1,521,683 | \$ 1,745,264 | \$ 1,691,335 | \$ 1,484,762 | \$ 1,542,905 |
| Contractual Services | 703,994 | 674,680 | 389,930 | 537,515 | 537,515 |
| Materials & Supplies | 140,234 | 369,605 | 455,435 | 932,270 | 591,770 |
| Capital Outlay | 2,595 | - | 1,385 | - | - |
| Cost Allocation | 178,884 | 178,880 | 178,880 | 51,990 | 51,990 |
| Total Program Budget | \$ 2,547,390 | \$ 2,968,429 | \$ 2,716,965 | \$ 3,006,537 | \$ 2,724,180 |
| Less: Program Revenues | 1,997,348 | 1,808,301 | 1,812,803 | 443,060 | 443,060 |
| Net Program Budget | \$ 550,042 | \$ 1,160,128 | \$ 904,162 | \$ 2,563,477 | \$ 2,281,120 |

Personnel Summary

| <u>Program</u> | FY 10-11 Actual | FY 11-12 Projected | FY 12-13 Budget | FY 13-14 Forecast |
|--------------------------------|----------------------------|-------------------------------|----------------------------|------------------------------|
| Administration | 4.50 | 5.60 | 4.90 | 4.90 |
| City Information Technology | 4.00 | 4.20 | 4.20 | 4.20 |
| Library Information Technology | 1.00 | 1.00 | 1.00 | 1.00 |
| City Telecommunications | 1.00 | 1.00 | - | - |
| Total | 10.50 | 11.80 | 10.10 | 10.10 |

Fund Summary

| | | | | |
|---|--------------|--------------|--------------|--------------|
| Program Budget by Fund | | | | |
| General Fund | \$ 2,547,390 | \$ 2,716,965 | \$ 2,516,537 | \$ 2,574,180 |
| Technology Services Internal Service Fund | - | - | 490,000 | 150,000 |
| Net Program Budget by Fund | | | | |
| General Fund | \$ 550,042 | \$ 904,162 | \$ 2,341,542 | \$ 2,399,185 |
| Technology Services Internal Service Fund | - | - | 758,065 | 418,065 |



City Manager Administration

Program Description

The City Manager serves as the chief administrative officer for the City, providing management oversight for all City functions and implementing the policies set by the City Council. The City Manager also provides professional leadership to the Executive Management Team and the City organization. This office is also responsible for public information and community relations, serving as a liaison to various community and business groups.

Key Objectives

1. Lead implementation of City Council policy objectives to achieve the community vision and provide policy recommendations as necessary.
2. Manage a fiscally sustainable, customer service-oriented organization.
3. Provide direction and leadership to the Executive Management Team in implementing policy driven programs, projects and services.
4. Manage public funds to ensure the cost-effectiveness of budget programs to secure the financial health of the organization and community.
5. Respond to media requests for information promptly and accurately.

Budget Highlights and Significant Proposed Changes

- The budget includes a \$170,760 reduction in personnel expenses as a result of the reallocation of .40 of the City Manager and .30 of the Deputy City Manager to the Base Reuse and Public Works Departments, respectively.
- The variance in Cost Allocation is a result of the recently updated Cost Allocation Plan.

Performance Indicators

| Performance Indicator | Relates to Objective | FY 10-11 Actual | FY 11-12 Projected | FY 12-13 Budget | FY 13-14 Forecast |
|------------------------------------|----------------------|-----------------|--------------------|-----------------|-------------------|
| Community meetings attended | 1 | 40 | 40 | 40 | 40 |
| Alameda Access cases resolved | 2 | 1,000 | 1,000 | 1,000 | 1,000 |
| Press releases reviewed and issued | 5 | 80 | 80 | 80 | 80 |
| Policy initiatives completed | 1 | 30 | 30 | 30 | 30 |





City Manager Administration (2110)

Funding Sources:

General Fund (001)

Summary of Expenditures and Revenues

| <u>Expenditure Category</u> | FY10-11 Actual | FY11-12 Budget | FY11-12 Projected | FY12-13 Budget | FY13-14 Forecast |
|------------------------------------|---------------------------|---------------------------|------------------------------|---------------------------|-----------------------------|
| Personnel Services | \$ 810,755 | \$ 968,269 | \$ 930,405 | \$ 808,049 | \$ 842,839 |
| Contractual Services | 86,411 | 79,680 | 39,230 | 79,680 | 79,680 |
| Materials & Supplies | 34,762 | 65,625 | 34,070 | 65,625 | 65,625 |
| Capital Outlay | 890 | - | 1,385 | - | - |
| Cost Allocation | 124,680 | 124,680 | 124,680 | 34,283 | 34,283 |
| Total Program Budget | \$ 1,057,498 | \$ 1,238,254 | \$ 1,129,770 | \$ 987,637 | \$ 1,022,427 |
| Less: Program Revenues | 25,500 | 25,500 | 25,500 | 38,040 | 38,040 |
| Net Program Budget | \$ 1,031,998 | \$ 1,212,754 | \$ 1,104,270 | \$ 949,597 | \$ 984,387 |

Personnel Summary

| <u>Position</u> | FY10-11 Actual | FY11-12 Budget | FY12-13 Budget | FY13-14 Forecast |
|-------------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|
| City Manager | 1.00 | 1.00 | 0.60 | 0.60 |
| Assistant City Manager | - | 0.80 | 0.80 | 0.80 |
| Deputy City Manager | 0.50 | 0.80 | 0.50 | 0.50 |
| Principal Executive Assistant | 1.00 | - | - | - |
| Office Assistant | 1.00 | 2.00 | 2.00 | 2.00 |
| Senior Management Analyst | 1.00 | 1.00 | 1.00 | 1.00 |
| Totals | 4.50 | 5.60 | 4.90 | 4.90 |



City Manager

Citywide Information Technology

Program Description

The Citywide Information Technology (IT) program oversees the technology needs of the City. Functions include: strategic planning of technology growth and usage and monitoring and tracking existing technology. The Citywide IT program also establishes policies, procedures, and software protocols; administers and maintains network connections and the local area and storage area servers; and maintains desktop applications and functionality.

Key Objectives

1. Provide technological desktop computer support to City staff within four hours of request.
2. Maintain and support 35 software applications, including those specific to public safety services.
3. Implement upgraded software applications as required.
4. Maintain connectivity among network routers, switches, and devices, to ensure availability and reliability for City staff and external customers.
5. Implement and maintain new application servers.
6. Evaluate the feasibility of a computer leasing program.



Budget Highlights and Significant Proposed Changes

- This program, previously accounted for in a separate internal service fund, is being accounted for in the General Fund beginning in FY 12-13. The Technology Services/Replacement Internal Service Fund will be used going forward to accumulate reserves for replacement of existing technology items.
- The variance in Contractual Services is due to a budget reduction.
- The variance in Materials and Supplies is due to funds allocated for replacement of computers and server maintenance, upgrades to the City's website, and technology required to complete the implementation of the City's Sunshine Ordinance.
- The variance in Cost Allocation is a result of the recently updated Cost Allocation Plan prepared by the Finance Department.

Performance Indicators

| Performance Indicator | Relates to Objective | FY 10-11 Actual | FY 11-12 Projected | FY 12-13 Budget | FY 13-14 Forecast |
|---------------------------|----------------------|-----------------|--------------------|-----------------|-------------------|
| PCs supported | 1 | 445 | 425 | 425 | 425 |
| Servers maintained | 5 | 38 | 43 | 43 | 43 |
| Service requests received | 1, 4 | 750 | 750 | 750 | 750 |



City Manager

Citywide Information Technology (07041 & 2610)

Funding Sources:

General & Internal Service Fund
(001 & 704)

Summary of Expenditures and Revenues

| <u>Expenditure Category</u> | FY10-11 Actual | FY11-12 Budget | FY11-12 Projected | FY12-13 Budget | FY13-14 Forecast |
|------------------------------------|---------------------------|---------------------------|------------------------------|---------------------------|-----------------------------|
| Personnel Services | \$ 510,118 | \$ 566,935 | \$ 554,465 | \$ 564,435 | \$ 584,569 |
| Contractual Services | 569,942 | 495,000 | 250,700 | 382,835 | 382,835 |
| Materials & Supplies | 20,099 | 138,780 | 256,165 | 700,945 | 360,945 |
| Capital Outlay | 1,705 | - | - | - | - |
| Cost Allocation | 54,204 | 54,200 | 54,200 | 17,707 | 17,707 |
| Total Program Budget | \$ 1,156,068 | \$ 1,254,915 | \$ 1,115,530 | \$ 1,665,922 | \$ 1,346,056 |
| Less: Program Revenues* | 1,339,403 | 1,171,301 | 1,175,803 | 333,132 | 333,132 |
| Net Program Budget | \$ (183,335) | \$ 83,614 | \$ (60,273) | \$ 1,332,790 | \$ 1,012,924 |
| General Fund (2610) | \$ (183,335) | \$ 83,614 | \$ (60,273) | \$ 1,110,855 | \$ 1,130,989 |
| Internal Service (07041) | \$ - | \$ - | \$ - | \$ 221,935 | \$ (118,065) |

Personnel Summary

| <u>Position</u> | FY10-11 Actual | FY11-12 Budget | FY12-13 Budget | FY13-14 Forecast |
|-----------------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|
| Information Technology Manager | 1.00 | 1.00 | 1.00 | 1.00 |
| Administrative Management Analyst | 2.00 | 2.00 | 2.00 | 2.00 |
| Computer Services Technician | 1.00 | 1.00 | 1.00 | 1.00 |
| Deputy City Manager | - | 0.20 | 0.20 | 0.20 |
| Totals | 4.00 | 4.20 | 4.20 | 4.20 |

* Includes cost allocation charges to other City programs. For FY 12-13 and 13-14 charges to other General Fund programs have been eliminated from program revenue.



City Manager

Library Information Technology

Program Description

The Library Information Technology (IT) program provides technology support to the three City libraries. Functions include: monitoring and tracking existing technology, establishing policies, procedures, and software protocols for library computers; and administering and maintaining network connections, the local area and storage area servers, and desktop applications and functionality. The Library IT program also prepares training materials and conducts classes for the general public.

Key Objectives

1. Provide technological desktop computer support to the public and library staff.
2. Provide support to maintain library web page content.
3. Maintain and support various library software applications on servers and desktops.
4. Maintain connectivity among network routers, switches, and devices to ensure availability and reliability for library staff and public.
5. Maintain and support various library software applications on servers and desktops.

Budget Highlights and Significant Proposed Changes

- No significant changes are proposed for this program.

Performance Indicators

| Performance Indicator | Relates to Objective | FY 10-11 Actual | FY 11-12 Projected | FY 12-13 Budget | FY 13-14 Forecast |
|--|----------------------|-----------------|--------------------|-----------------|-------------------|
| Percentage of time supporting servers | 3, 4, 5 | 15% | 30% | 30% | 30% |
| Percentage of time supporting PCs | 1, 3, 4 | 60% | 50% | 50% | 50% |
| Percentage of time to set up public classes | 1 | 15% | 10% | 10% | 10% |
| Percentage of time to set up internal training | 1 | 10% | 10% | 10% | 10% |





City Manager

Library Information Technology (2620)

Funding Sources:

General Fund (001)

Summary of Expenditures and Revenues

| <u>Expenditure Category</u> | FY10-11 Actual | FY11-12 Budget | FY11-12 Projected | FY12-13 Budget | FY13-14 Forecast |
|------------------------------------|---------------------------|---------------------------|------------------------------|---------------------------|-----------------------------|
| Personnel Services | \$ 107,622 | \$ 110,635 | \$ 110,835 | \$ 112,278 | \$ 115,497 |
| Materials & Supplies | 2,905 | 1,700 | 1,700 | 2,200 | 1,700 |
| Total Program Budget | \$ 110,527 | \$ 112,335 | \$ 112,535 | \$ 114,478 | \$ 117,197 |
| Less: Program Revenues | - | - | - | - | - |
| Net Program Budget | \$ 110,527 | \$ 112,335 | \$ 112,535 | \$ 114,478 | \$ 117,197 |

Personnel Summary

| <u>Position</u> | FY10-11 Actual | FY11-12 Budget | FY12-13 Budget | FY13-14 Forecast |
|---------------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|
| Technology Services Coordinator | 1.00 | 1.00 | 1.00 | 1.00 |
| Totals | 1.00 | 1.00 | 1.00 | 1.00 |



City Manager

Citywide Telecommunications

Program Description

The Citywide Telecommunications program provides installation, maintenance and repairs to a variety of telecommunications systems, phones, voice mail, equipment, cabling components, and other related items in the various City facilities. The program coordinates, oversees, and negotiates with vendors and support technicians for service and upgrades; activates, researches, and verifies City telecom accounts for accuracy; and builds customized phone reports.

Key Objectives

1. Provide and maintain telecommunication services and equipment as needed.
2. Ensure telecommunication projects and processes are in conformance with the City's established policies, procedures, and security protocols.

Budget Highlights and Significant Proposed Changes

- The budget includes the elimination of the Telecom Maintenance Technician position, effective July 2012, resulting in an annual savings of approximately \$100,000.
- The operations of this program, previously accounted for in a separate internal service fund, are being accounted for in the General Fund beginning in FY 12-13.

Performance Indicators

| Performance Indicator | Relates to Objective | FY 10-11 Actual | FY 11-12 Projected | FY 12-13 Budget | FY 13-14 Forecast |
|-----------------------|----------------------|-----------------|--------------------|-----------------|-------------------|
| Telephones supported | 1, 2 | 450 | 450 | 450 | 450 |
| Cell phones supported | 2 | 220 | 220 | 220 | 220 |





City Manager

Citywide Telecommunications (2630)

Funding Sources:

General Fund (001)

Summary of Expenditures and Revenues

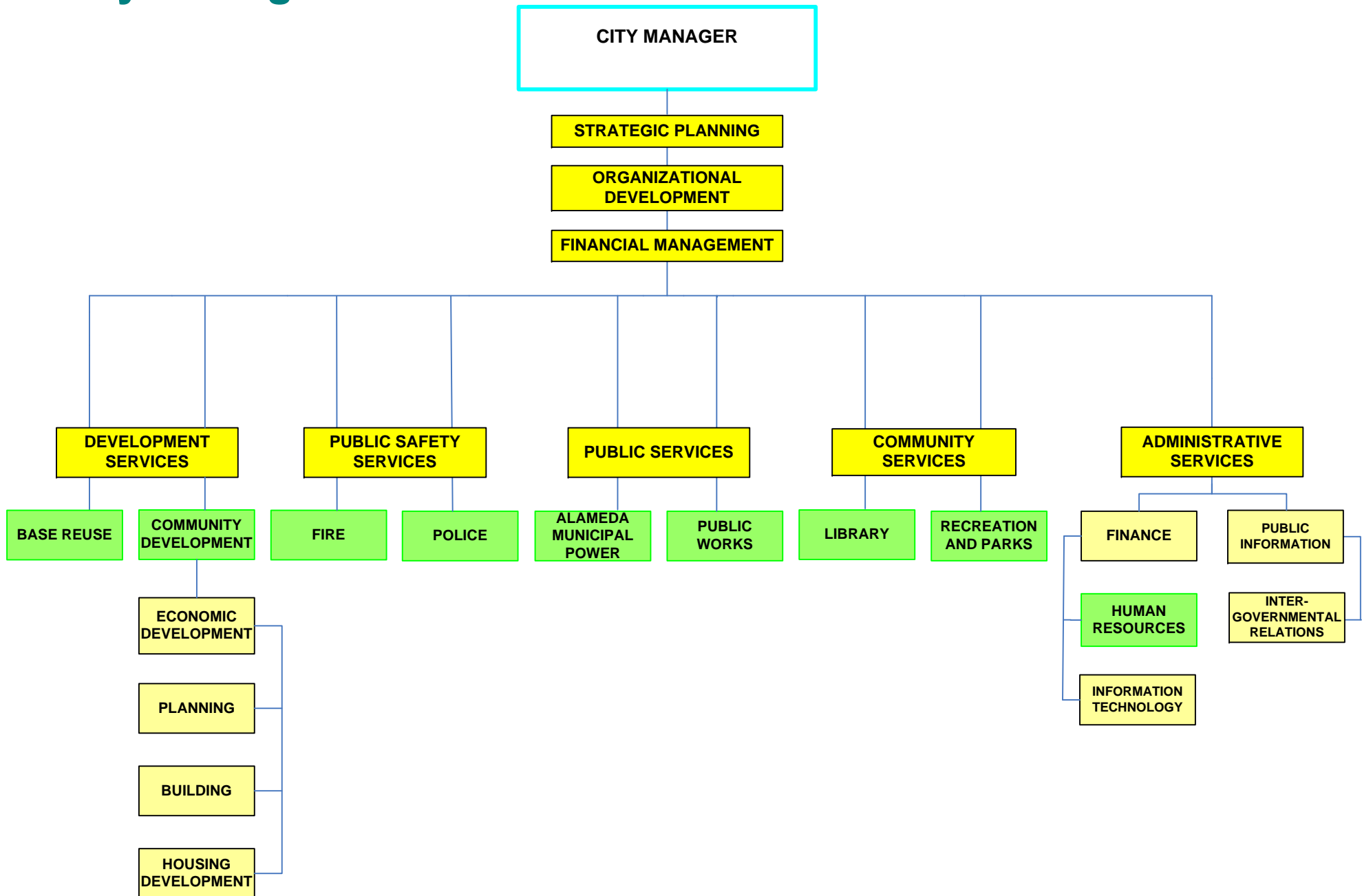
| <u>Expenditure Category</u> | FY10-11 Actual | FY11-12 Budget | FY11-12 Projected | FY12-13 Budget | FY13-14 Forecast |
|------------------------------------|---------------------------|---------------------------|------------------------------|---------------------------|-----------------------------|
| Personnel Services | \$ 93,188 | \$ 99,425 | \$ 95,630 | \$ - | \$ - |
| Contractual Services | 47,641 | 100,000 | 100,000 | 75,000 | 75,000 |
| Materials & Supplies | 82,468 | 163,500 | 163,500 | 163,500 | 163,500 |
| Total Program Budget | \$ 223,297 | \$ 362,925 | \$ 359,130 | \$ 238,500 | \$ 238,500 |
| Less: Program Revenues* | 632,445 | 611,500 | 611,500 | 71,888 | 71,888 |
| Net Program Budget | \$ (409,148) | \$ (248,575) | \$ (252,370) | \$ 166,612 | \$ 166,612 |

Personnel Summary

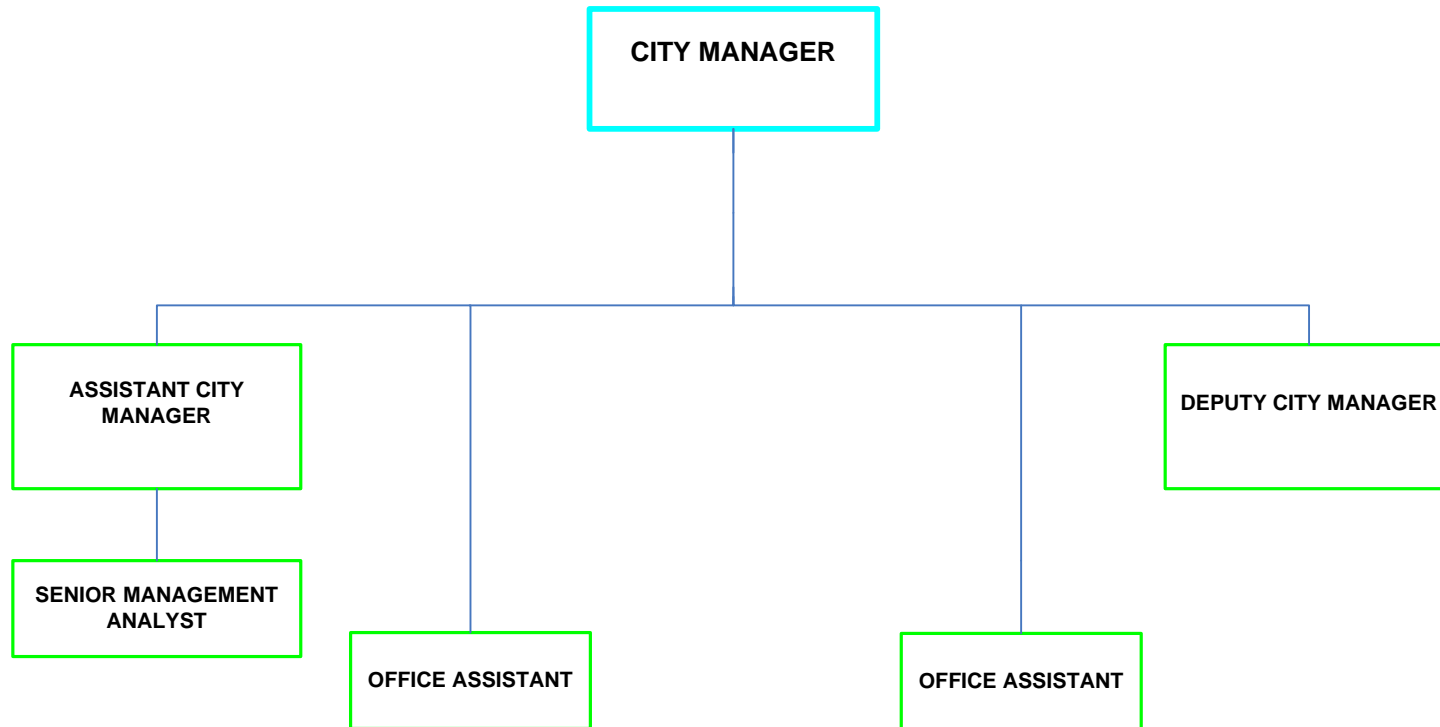
| <u>Position</u> | FY10-11 Actual | FY11-12 Budget | FY12-13 Budget | FY13-14 Forecast |
|--------------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|
| Telecom Maintenance Technician | 1.00 | 1.00 | - | - |
| Totals | 1.00 | 1.00 | - | - |

* Includes cost allocation charges to other City programs. For FY 12-13 and 13-14 charges to other General Fund programs have been eliminated from program revenue.

City Manager



City Manager



Information Technology

